

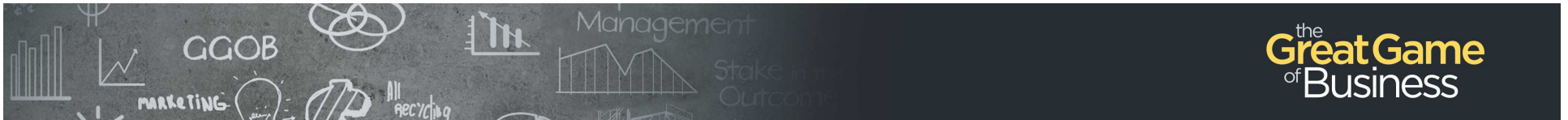


GET IN THE  
**GAME** WORKSHOP

**Greene County Extension and the  
Great Game of Business**

**By David L. Burton  
County Program Director**

[www.greatgame.com](http://www.greatgame.com)



# What is Greene County Extension?

Since 1914, Greene County residents have sought help from Extension in areas related to agriculture, gardening, 4-H youth, nutrition, families, business development and community development.

Our trademark has been that **we provide research-based information that is local and is unbiased** because we are not selling anything.

We provide **locally relevant programs that help improve people's lives.** A locally elected council helps decide what programs we do offer in the county.

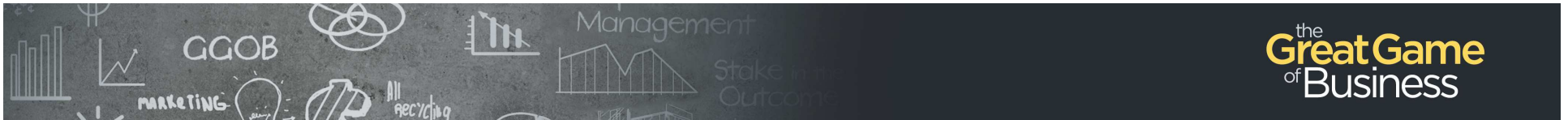


# Our Historical Story

Federal law established Extension in 1862. That law was added on to and in 1914 the Smith-Lever Act created the Extension service in its present form.

Locally, Greene County ....

- Got its first Extension specialist in 1937
- Citizens petitioned Greene County in 1939 to form a local council
- First annual meeting of Greene County Extension Council - 1943
- In 1953, had a local budget of \$10,975
- 1950s -1960s programs: Homemaker's Clubs, Balanced Farming Program and 4-H. All of our trainings took place within the context of those groups
- Late 1960s and 1970s saw the start of Continuing Education classes which led to reserve funds that we used to keep our doors open 2010-2014.
- Business development, community development and human development added in the 1980s along with family nutrition program.



# Our Financial Story

For 2015, Greene County funds the extension program with \$27,000

- In 1953, had a local budget of \$10,975 from the county.
- In 1967 received \$27,400 in county funding
- In 1961, the formal local funding of Extension was established in state law and was based on local assessments with a maximum of \$10,000
- In 2008, received \$95,000 from the county as part of a \$115,000 budget.
- In 2009, county cut its allocation to \$27,000. At that time, we thought it was a one time cut but it continued in 2010.
- In 2012, county reduced its funding to \$10,000 (requirement under state law established in 1961).
- In 2015, county increased its funding to \$27,000 which was our request. This is basically a match for the funds we raise privately.
- The University invests \$1.5 million a year in Greene County by funding specialists salaries and providing some program dollars.



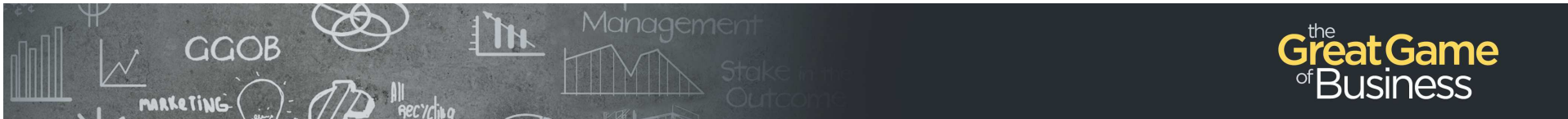
# Is Extension Part of the County?

Yes. University of Missouri Extension is governed at the local level by county extension councils. These **local governing bodies are established in Missouri state law as a function of county government.** (Revised Statutes of Missouri Sections 262:550 to 262:620: County Extension Programs)

**The law is clear. Extension is not a civic organization. Extension is a core function of county government. A County Commissioner is required to serve on the council.**

County Extension Councils are political subdivisions like school boards and fire districts. However, extension councils depend on revenue from the County Commission as required by state law since extension councils are designed to provide a core function for the county.

County Extension councils were established in 1961 to fulfill the local educational needs through research-based programming.

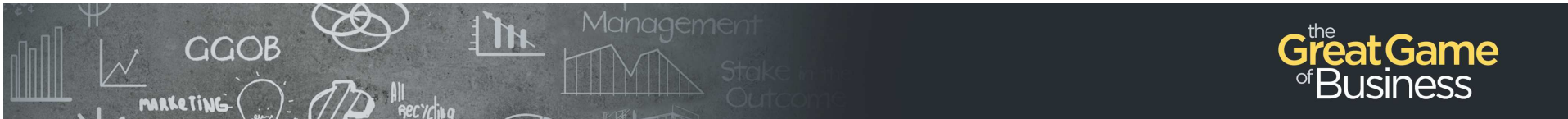


# Many decisions were made prior to GGOB

When funding was cut, our staff and council immediately began making significant cuts in our own operations (outlined on our website).

- We didn't know if this was a one year challenge or more permanent.
- We dismissed 2.5 support staff and a full time youth assistant.
- The university moved two extension specialists to other counties because they lacked the necessary support.
- We eliminated newsletters and most mailed publications.
- We increased soil tests from \$12 to \$29.50, highest in the state.
- We cut every cost imaginable – from copies and mileage to phone lines.
- Council and staff created a business plan for Greene County Extension – the first one in a state and it has been shared with other counties.
- All of this was done prior to starting the Great Game of Business.





# Getting Started with GGOB

David Burton attended a four-day training about the Great Game of Business with some professional development funds he won in 2010 but had not used.

- Had known about the Great Game of Business for years but didn't see it as a good fit for an educational organization fighting to survive.
- Saw an article in the Springfield Business Journal about Big Brothers-Big Sisters implementing the Great Game of Business.
- Arranged to visit one of the BBBS Huddles.
- Read Jack Stack's book, *Great Game of Business*
- Signed up for the four day training in Springfield. Used award funds and did not charge Extension budget.
- Introduced topic to Jay Chism, regional director.
- Taught concepts at a staff training with help of other GGOB practioners
- On-going training with our council; this is our greatest challenge right now.

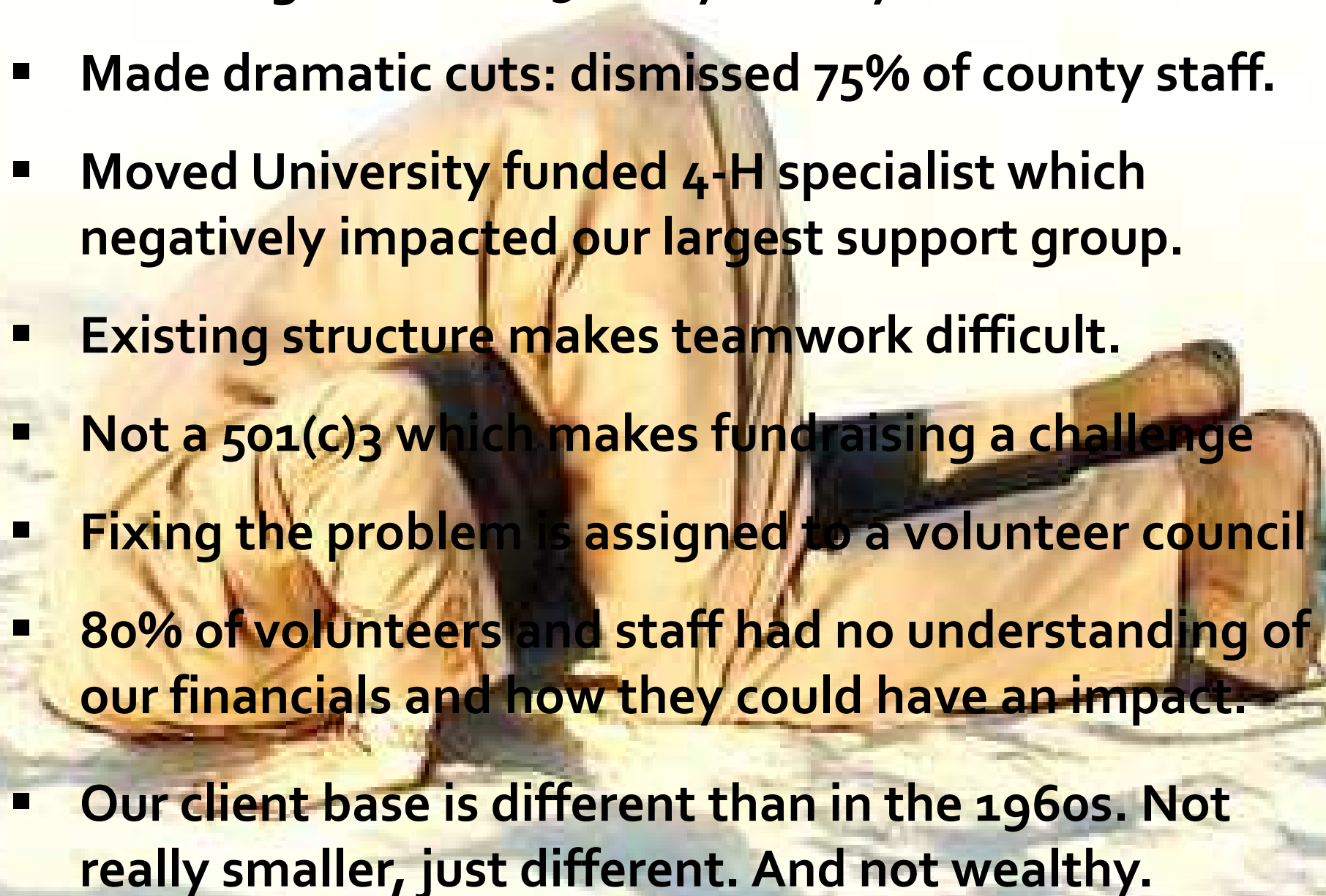
# Greene County Extension Needs

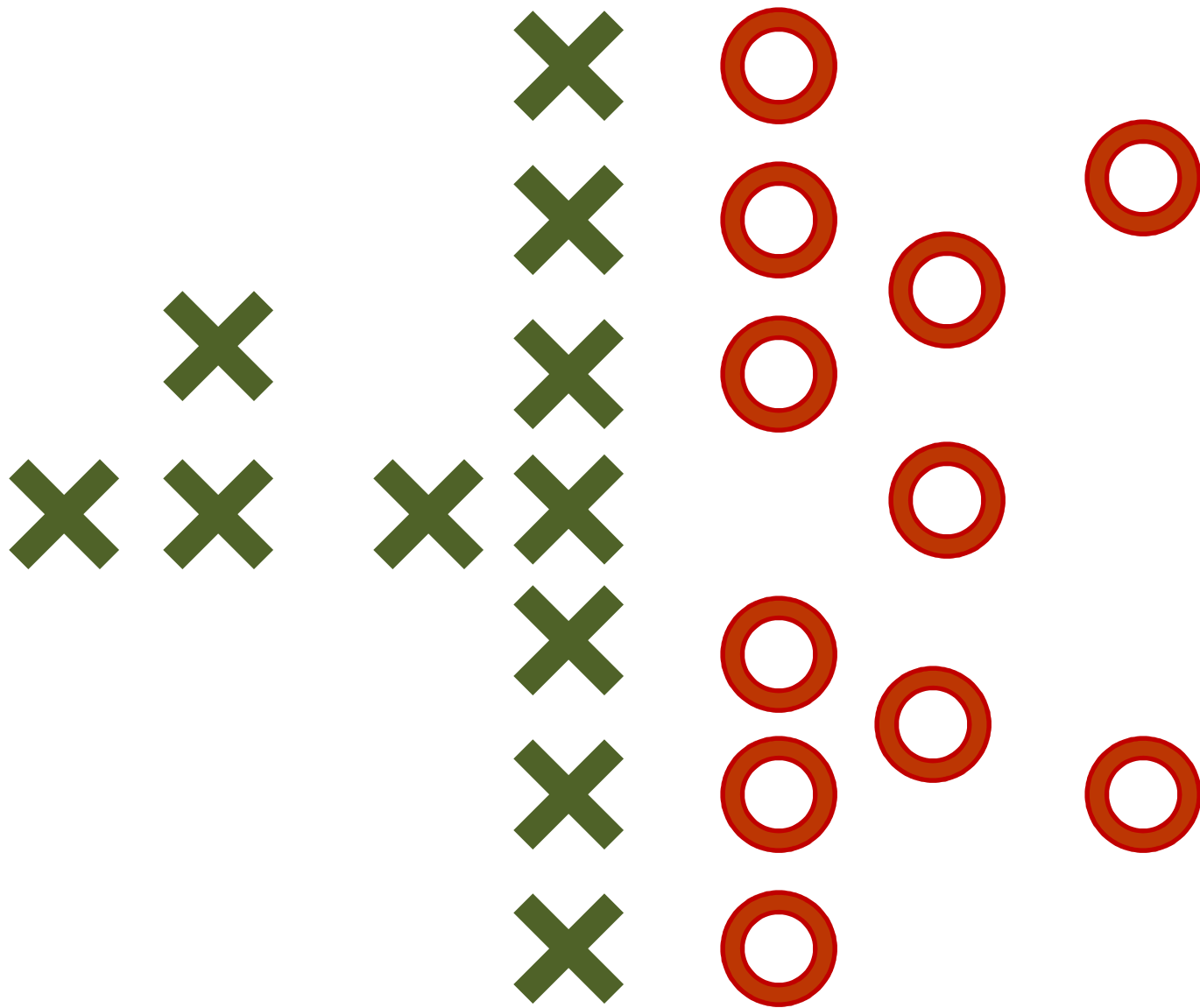
Many things have been discussed over the last five years among volunteers and others.

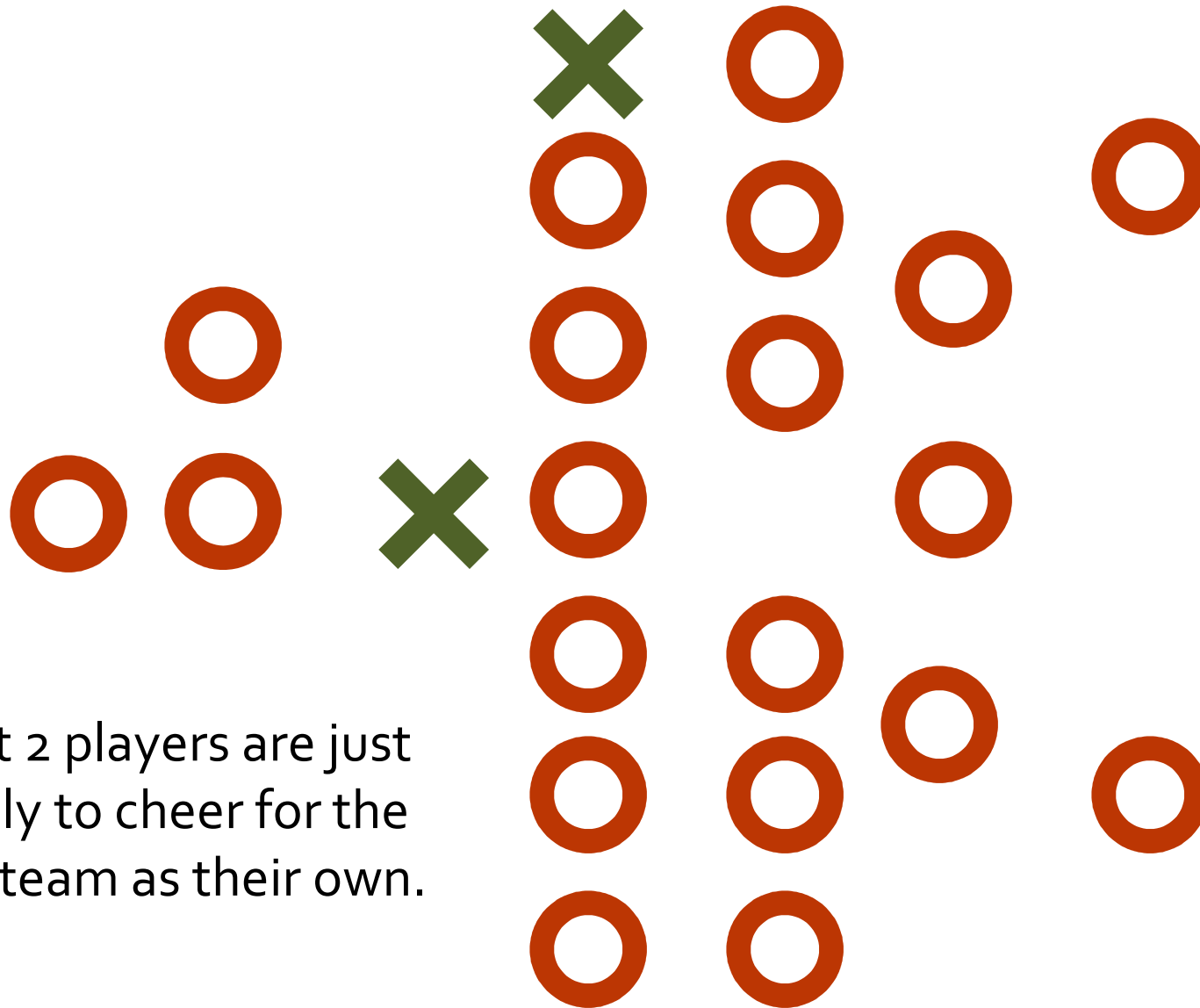
- Better teamwork.
- Better communication.
- Better money management.
- Better involvement from staff.
- Better involvement from volunteers.
- Better understanding of our finances.
- Better understanding of our goals.
- Better understanding of the role of Extension.

Using the GGOB as an operating system can really help with all of those things.



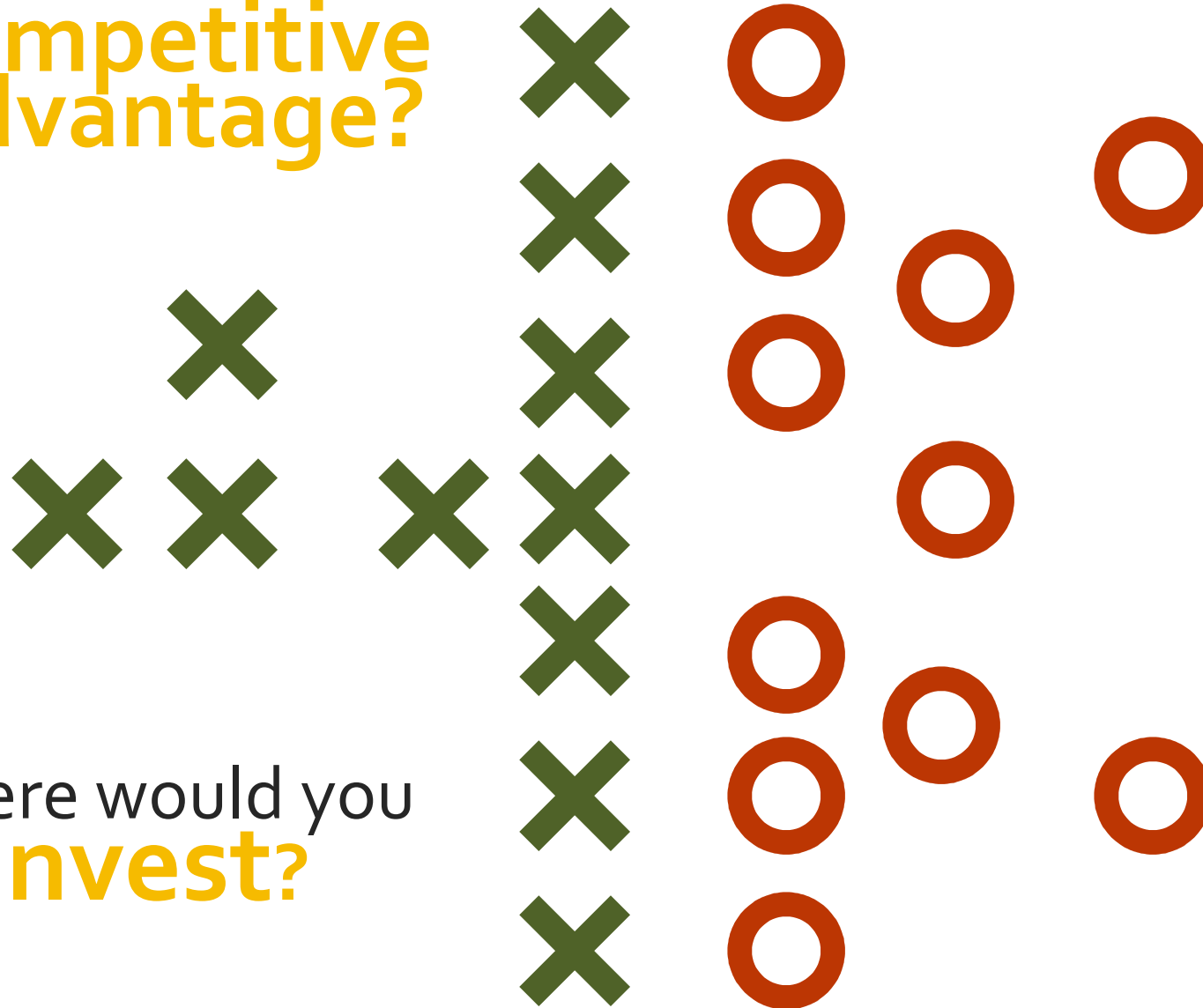
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- Our budget was cut 90% by county.
  - Made dramatic cuts: dismissed 75% of county staff.
  - Moved University funded 4-H specialist which negatively impacted our largest support group.
  - Existing structure makes teamwork difficult.
  - Not a 501(c)3 which makes fundraising a challenge
  - Fixing the problem is assigned to a volunteer council
  - 80% of volunteers and staff had no understanding of our financials and how they could have an impact.
  - Our client base is different than in the 1960s. Not really smaller, just different. And not wealthy.





All but 2 players are just  
as likely to cheer for the  
other team as their own.

Competitive  
Advantage?

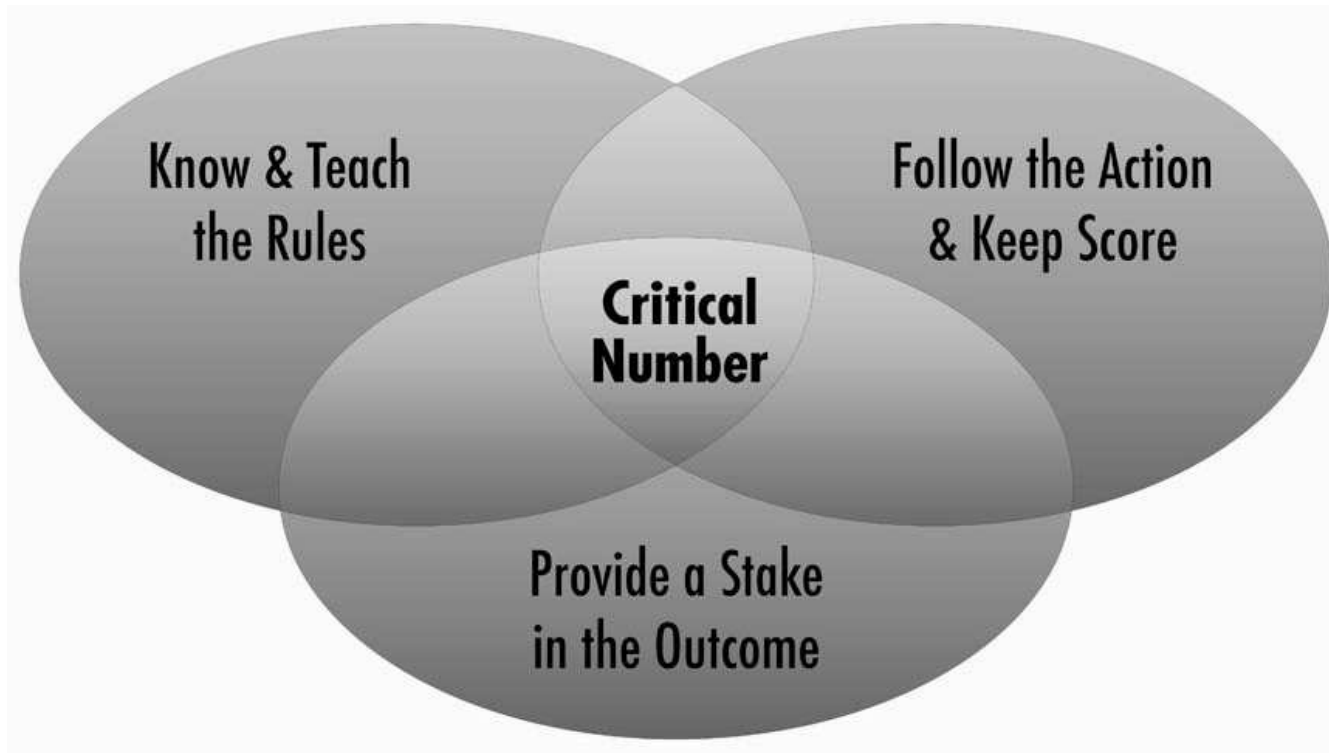


Where would you  
**invest?**

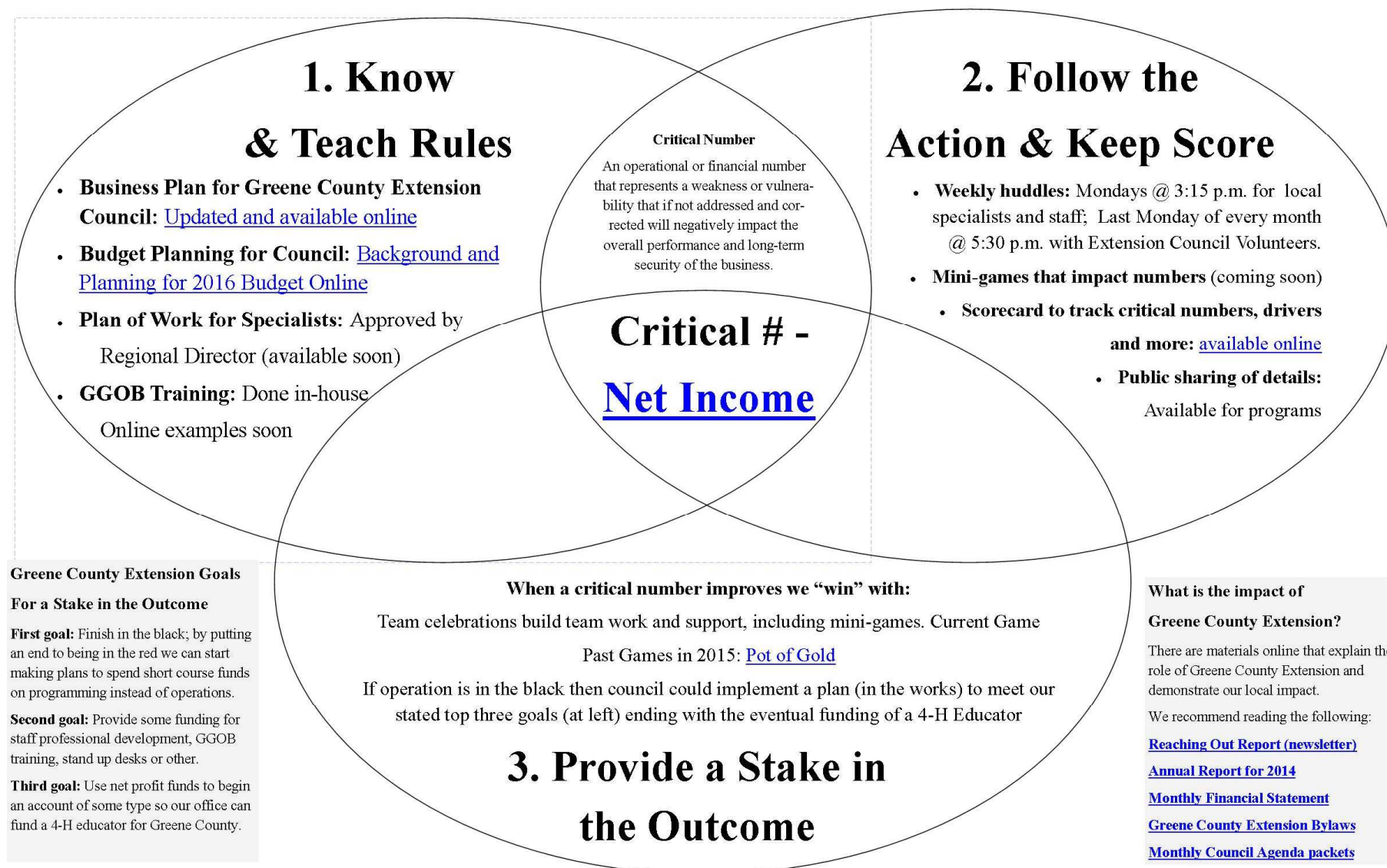
# What If?

Imagine what Greene County Extension would look like, act like, feel like if every specialist, staff member and volunteer understood how the business works and what's critical to success.

- What if everyone understood how extension money can be used?
  - What if everyone truly understood that a dollar of sales doesn't equal "cash in the bank" and took time to consider our overhead for everyone thing do.
  - What if everyone truly understood the marketplace, your competitors, and what it really takes to compete?
  - What if the community understood that much of what Extension does is for lower income audiences and law prevents us from charging for the service.
  - What if we understood that non-profits can make money!
  - Better yet, what if everyone could see the difference they could make!
-



All information regarding to The Great Game of Business and how it is being played by Greene County Extension can be found on the county extension website under “Great Game of Business” or “Plans and Reports.”







*Running Aug. 11 to Nov. 13.*

Goal is to increase the number of soil tests being brought to Greene County Extension. Desire outcomes include new clients, new ways to marketing and promoting, and increased revenue.

## RULES

Every submitted soil test counts as 1 toward our overall goal.

Every staff member participates by helping promote and market soil tests in classes, via social media and by word of mouth. Each of us may also be called on, from time to time, to help a client with a soil test or answer questions about soil tests.

## PRIZES

Level 1 (50) - Mud Bars (served at a Huddle)

Level 2 (100) - Dirt Cake (served at a Huddle)

Level 3 (130) - Boxed lunch/picnic in the gardens followed by walk

**SPECIAL Business Training:** At a huddle, all staff will review existing soil test costs, how to fill out soil test forms, and then take quiz about various aspects of soil tests. If the team gets over 85% right, there will be individual packets of gummy worms (or something similar)!

UNIVERSITY OF MISSOURI  
 Extension

**Greene County  
Extension  
Council**

**\$5,000**



# Give Ozarks— "POT OF GOLD" Game

## Mini-Game Success

# Our Scorecard is Updated Weekly and is Online

Every week the staff has huddles to update this scorecard and track our progress. We will begin in earnest in July. Council reviews it each month and it is available on our website as well.

Greene County Extension Scorecard 2015				Past net income totals: 2010 = - \$25,801; 2011 = - \$23,648; 2012= - \$43,825; 2013= -\$12,539; 2014 = - \$8,612.					
Critical number for 2015			\$ 3,851.54						\$0.00
Income	YTD #s	Budget #	DIFF	Total %	OWNER	Forecast	M. Actuals	M. Diff	Notes
0100 · Student Fees	\$7,810.00	\$5,035.00	-\$2,775.00	155%	K. McGowan				
0210 · County Appropriations	\$15,160.00	\$27,000.00	\$11,840.00	56%	David Burton	\$2,250.00		\$2,250.00	Billed monthly
0400 · Gift/Grants/Contracts	\$15,235.00	\$25,000.00	\$9,765.00	61%	R. Wardlow				Donations
* 0900 · Resales/Fees/Soil Tests	\$6,357.00	\$2,500.00	-\$3,857.00	254%	McGowan/Byers				
2100 · Postage Allotment	\$0.00	\$2,400.00	\$2,400.00	0%	David Burton				
2600 · MCHP Subsidy	\$2,100.00	\$3,000.00	\$900.00	70%	M. Black				
1600 · Balance Transfers	\$0.00	\$0.00	\$0.00	#DIV/0!	M. Black				
<b>Total Income</b>	<b>\$46,662.00</b>	<b>\$64,935.00</b>	<b>\$18,273.00</b>	<b>72%</b>					
Expense									
2700 · Personnel - Wages	\$16,958.11	\$32,989.00	\$16,030.89	51%	M. Black				
2800 · Payroll Expenses	\$7,784.31	\$6,956.00	-\$828.31	112%	M. Black				
3100 · Travel	\$3,477.56	\$6,000.00	\$2,522.44	58%	P. Duitsman	\$550.00			
3600 · Postage & Postage Meter	\$650.00	\$2,400.00	\$1,750.00	27%	M. Black	\$1,655.00			Cost of fall FGCE mailing
3700 · Telephone Service	\$431.55	\$1,000.00	\$568.45	43%	C. Hatley				
3900 · Advertising	\$1,107.00	\$2,000.00	\$893.00	55%	Jeff Barber				iCares, Legal, Soil ads
4700 · Publishing/Printing	\$938.64	\$1,000.00	\$61.36	94%	D. Burton				
4800 · Reproduction & Copies	\$125.47	\$200.00	\$74.53	63%	D. Burton				

Our drivers are some basic items we believe we can attack soon and have tangible success.

<b>DRIVER #1</b>	<b>Soil tests done in 2015</b>	206	320	-114			Game started at 206
	#s for past years: 2010: 436; 2011: 519; 2012: 703; 2013: 367; 2014: 306;						
We clear \$9 per soil test making this our greatest money maker, next to county funding and donations.							
<b>DRIVER #2</b>	<b>Total # of donors in 2015</b>	90	150	-60			
	#s for past years: 2013 = 135; 2014= 115						
The number of donors indicates where we are on raising the dollars needed and reflects our reach.							
<b>DRIVER #3</b>	<b>Total # of programs with fee</b>	8	15	-7			
	#s for past years: 2014 = 12;						
*Programs with fees that come back to the 1000 fund, not programs where fees go to restricted accounts.							
<b>Endowments</b>	<b>Current Balance</b>						
	Greene County Endowment (@ MU)	\$4,314.00					
	Greene County Endowment (@ CFO)	\$0.00					
Note: Endowment Fund interest is paid in to Gift Funds.							
<b>In-Kind Support for Our Basic Operations</b>							
<b>Donor or Partner</b>	<b>What has been provided</b>					<b>Annual Value</b>	
County PARKS	Office space & utilities (based on square ft)					\$32,000	
County PARKS	Actual documented use of rooms for events & meetings					\$26,156	
	TOTAL IN-KIND SUPPORT					\$58,156	
Note: Endowment Fund interest is paid in to Gift Funds.							
<b>Restricted Accounts</b>	<b>Current Balance</b>						

# Our Theme for 2016:

## Turning Losers in to Winners

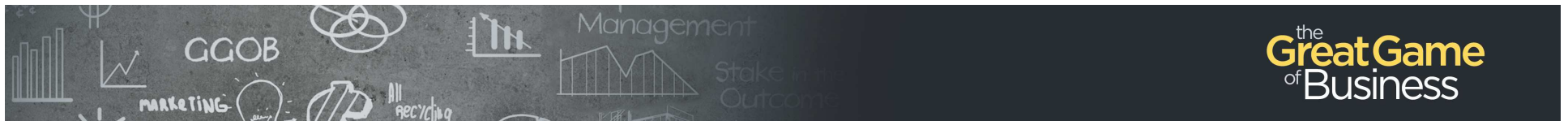
How do we turn programs that are financial losers in to winners?

For example, for years the Century Farm program cost our office postage, copies, time and travel (and that was just to award the fence signs) while campus received the program funds. Last year we turned that loser into a winner with a dinner event and it now contributes positively to our bottom line.

Are there other opportunities to do something similar with other local programs?







# Materials Online

We have a special section on our website that is updated regularly and contains all of this information: <http://extension.missouri.edu/greene/GGOB.aspx>

UNIVERSITY OF MISSOURI  
**M Extension**

Search MU Extension

Agriculture   Natural resources   Lawn and garden   Home and consumer life   Nutrition and health   Families and relationships   Community and leadership   Business and workforce   Emergency management


**Greene County**


mu extension > greene county > great game of business

Location  
Faculty and staff  
Services  
Plans and reports  
County extension council  
Disaster recovery  
Local programming  
    ▶ **Great Game of Business**  
Soil Test Central - Greene County  
DONATE  
Southwest Missouri News  
County publications  
Newsletters  
Master Gardeners  
Organic Gardening Academy  
4-H

## Great Game of Business

The Greene County Extension Council began planning the Great Game of Business in April of 2015. The Council has a [business plan \(PDF\)](#) in place as part of our high-involvement planning. Learn the details of the Greene County Extension Council's entry in to the Great Game of Business with [this blog entry](#).

### Playing the Game

**LEARN THE RULES:** Read our rules and guiding documents that impact how Greene County Extension plays the Great Game of Business with [our overview document \(PDF\)](#).

**KEEPING SCORE:** See our weekly financial scorecard [online](#) so you can see exactly how we are doing financially for the month and the year. [Scorecard \(PDF\)](#)

**GET IN THE GAME:** Read how Greene County Extension is playing the Great Game of Business [online here](#). Our staff conducts a huddle every Monday at 3:15 p.m. and our Council plays the game during regular council meetings each month.

MU Extension in Greene County  
2400 S. Scenic Ave  
Springfield, MO 65807  
Phone: 417-881-8909  
Fax: 417-823-4818  
Email: [greeneco@missouri.edu](mailto:greeneco@missouri.edu)

**Calendar**

**Local events**

**Tuesday, Aug. 25, 2015**

Lawn Care Professional Workshop 8 a.m. in Springfield  
Accounting Basics for Small Businesses 9 a.m. in Springfield  
2015 Organic Gardening Academy 6 p.m. in Springfield

**Wednesday, Aug. 26, 2015**

Energy Conservation and Solar Energy Workshops (McDonald County) 10 a.m. in Pineville



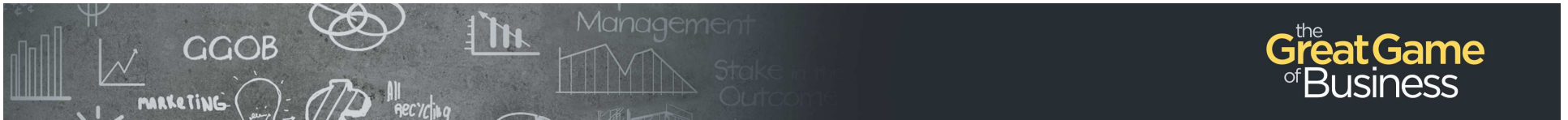
# 2016 and Beyond

- We have a goal of adding some programs next year.
- Thanks to donors and great partners , like Greene County, it is looking like we have the potential to finish this year in the black for the first time in five years.
- We have some funds in place now that are earmarked to help fund a 4-H support person. I believe it will be another year or two before we have the final amount needed. We need this to support and grow 4-H because our numbers are dropping.
- Funding from Greene County has been essential to our success since the 1930s, and especially in the 1960s, and that funding remains vital.

On behalf of our Extension Council: Thank you for the increased funds for 2015.







# UNIVERSITY OF MISSOURI

# Extension

## GREENE COUNTY

### **Our contact information:**

Inside the Springfield-Greene County  
Botanical Center

2400 S. Scenic Ave.,

Springfield, Mo. 65807

Tel: (417) 881-8909

Online at

<http://extension.missouri.edu/greene>

### **Each council meeting:**

- 1. Specific Great Game Lesson**
- 2. Ongoing play and score**
- 3. Current mini-games**
- 4. Stake in the Outcome proposal**
- 5. Our biggest challenge: getting elected volunteers on board**